

What is claimed is:

1. A method of determining effectiveness of direct personal promotion efforts in a marketing environment in which representatives make contact with a customer in accordance with a prioritized list, comprising the steps of:

creating a prioritized list of customers for representatives of an organization to use in contacting customers, said prioritized list including an identification of a customer identity and a specified contact frequency for each such customer to be executed by said representatives ;

adjusting the specified contact frequency for a selected subset of customers to create an adjusted prioritized list;

communicating said adjusted prioritized list to said representatives;
measuring changes in the promotional response among said selected subset of customers.

2. A method of determining effectiveness of direct personal promotion efforts in a marketing environment in accordance with claim 1, wherein said step of adjusting the specified contact frequency comprises increasing a quantity of contacts made with a group of identified customers in a specified time period.

3. A method of determining effectiveness of direct personal promotion efforts in a marketing environment in accordance with claim 1, wherein said step of adjusting the specified contact frequency comprises decreasing a quantity of contacts made with a group of identified customers in a specified time period.

4. A method of determining effectiveness of direct personal promotion efforts in a marketing environment in accordance with claim 1, wherein said step of adjusting the specified contact frequency comprises increasing a quantity of

contacts made with a first group of identified customers and decreasing a
5 quantity of contacts made with a second group of identified customers.

5. A method of determining effectiveness of direct personal promotion efforts
in a marketing environment in accordance with claim 1, further comprising:
measuring changes in actual contacts by said representatives with said selected
subset of customers.

6. A method of determining effectiveness of direct personal promotion efforts
in a marketing environment in accordance with claim 1, further comprising: using
a measured change in promotional response among said selected subset of
customers as an input to creation of an updated prioritized list specifying a
5 modified contact frequency for certain customers.

7. A method of determining effectiveness of direct personal promotion efforts
in a marketing environment in accordance with claim 6, further comprising: using
a measured increase in promotional response among one or more first target
groups of customers as an input to creation of an updated prioritized list
5 specifying a modified contact frequency applicable to customers contained in
said one or more first target groups of customers.

8. A method of determining effectiveness of direct personal promotion efforts
in a marketing environment in accordance with claim 6, further comprising: using
a measured decrease in promotional response among one or more second target
groups of customers as an input to creation of an updated prioritized list with a
5 modified contact frequency applicable to customers contained in said one or
more second target groups of customers.

9. A method of improving effectiveness of direct personal promotion efforts in a marketing environment in which representatives make contact with a customer in accordance with a prioritized list, comprising the steps of:

5 creating a prioritized list of customers for representatives of an organization to use in contacting customers, said prioritized list including an identification of a customer identity and a specified contact frequency for each such customer;

adjusting the specified contact frequency for a selected subset of customers to create an adjusted prioritized list;

10 communicating said adjusted prioritized list to said representatives;
measuring changes in the promotional response among said selected subset of customers;

15 using a measured change in promotional response among said selected subset of customers as an input to creation of an updated prioritized list with a modified contact frequency increasing contact frequency with a group or groups of customers most likely to generate additional sales in response to an increased contact frequency.

10. A method of improving effectiveness of direct personal promotion efforts in a marketing environment in accordance with claim 9, wherein said step of adjusting the specified contact frequency comprises increasing a quantity of contacts made with a group of identified customers in a specified time period.

11. A method of improving effectiveness of direct personal promotion efforts in a marketing environment in accordance with claim 9, wherein said step of adjusting the specified contact frequency comprises decreasing a quantity of contacts made with a group of identified customers.

12. A method of improving effectiveness of direct personal promotion efforts in a marketing environment in accordance with claim 9, wherein said step of adjusting the specified contact frequency comprises increasing a quantity of contacts made with a first group of identified customers and decreasing a
5 quantity of contacts made with a second group of identified customers.

13. A method of improving effectiveness of direct personal promotion efforts in a marketing environment in accordance with claim 9, further comprising:
measuring changes in actual contacts by said representatives with said selected subset of customers.

14. A method of improving effectiveness of direct personal promotion efforts in a marketing environment in accordance with claim 9, further comprising:
using a measured change in promotional response among said selected subset of customers as an input to creation of an updated prioritized list with a
5 modified contact frequency decreasing contact frequency with customers whose promotional response is least affected by a decrease in contact frequency.

15. A software process for creating a prioritized list for direct personal promotion efforts by contacts by representatives, comprising the steps of:
accessing a database of customers;
creating a prioritized list of customers for representatives of an
5 organization to use in contacting customers, said prioritized list defining a call frequency for identified customers or groups of customers, said call frequency being determined by calculation of expected promotional response by said customer or groups of customers, with a high call frequency being assigned to customers having a historical pattern of desirable promotional response to direct
10 promotion efforts;

altering the call frequency for a selected subset of customers to create an adjusted prioritized list;

communicating said adjusted prioritized list or portions thereof to said representatives;

15 measuring changes in the promotional response among said selected subset of customers;

 using a measured change in promotional response among said selected subset of customers as an input to creation of an updated prioritized list with a modified call frequency increasing call frequency to an identified class of
20 customers most likely to yield additional sales.

16. A process for creating a prioritized list for direct personal promotion efforts by contacts by representatives in accordance with claim 15, wherein said step of altering the call frequency comprises increasing a quantity of contacts made with a group of identified customers.

17. A process for creating a prioritized list for direct personal promotion efforts by contacts by representatives in accordance with claim 15, wherein said step of altering the call frequency comprises decreasing a quantity of contacts made with a group of identified customers.

18. A process for creating a prioritized list for direct personal promotion efforts by contacts by representatives in accordance with claim 15, wherein said step of altering the call frequency comprises increasing a quantity of contacts made with a first group of identified customers and decreasing a quantity of contacts made
5 with a second group of identified customers.

19. A method of improving effectiveness of direct personal promotion efforts of pharmaceutical sales representatives contacting prescribing physicians in accordance with a prioritized list, comprising the steps of:

5 creating a prioritized list of prescribing physicians for pharmaceutical sales representatives to use in contacting the prescribing physicians, said prioritized list including an identification of each prescribing physician and a specified contact frequency for each such prescribing physician to be executed by said pharmaceutical sales representatives;

10 adjusting the specified contact frequency for a selected subset of prescribing physicians to create an adjusted prioritized list with an adjusted contact frequency;

communicating said adjusted prioritized list or portions thereof to said pharmaceutical sales representatives;

15 measuring changes in the promotional response among said selected subset of prescribing physicians;

using a measured change in promotional response among said selected subset of prescribing physicians as an input to creation of an updated prioritized list with a modified contact frequency targeting prescribing physicians most likely to generate additional sales of pharmaceuticals;

20 communicating said updated prioritized list or portions thereof to said pharmaceutical sales representatives;

20. A method of improving effectiveness of direct personal promotion efforts in accordance with claim 19, wherein said step of adjusting the specified contact frequency comprises increasing a quantity of contacts made with a group of identified prescribing physicians in a specific time period.

21. A method of improving effectiveness of direct personal promotion efforts in accordance with claim 19, wherein said step of adjusting the specified contact frequency comprises decreasing a quantity of contacts made with a group of identified prescribing physicians in a specific time period.

22. A method of improving effectiveness of direct personal promotion efforts in accordance with claim 19, wherein said step of adjusting the specified contact frequency comprises increasing a quantity of contacts made with a first group of identified prescribing physicians and decreasing a quantity of contacts made with
5 a second group of identified prescribing physicians.

23. A method of improving effectiveness of direct personal promotion efforts in accordance with claim 19, further comprising:
using a measured change in promotional response among said selected subset of prescribing physicians as an input to creation of an updated prioritized
5 list with a modified contact frequency decreasing contact frequency with prescribing physicians whose promotional response is least affected by a decrease in contact frequency.